

Total number of printed pages-7

14 (SEM-I) COM 1016

2025

COMMERCE

Paper : COM-1016

(Business Policy Analysis)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Choose the correct option : $1 \times 7 = 7$
- (i) Which *two* industries are exclusively reserved for manufacture of items by the public sector in India ?
- (a) Defence aircrafts and warships
 - (b) Mineral oils and mining
 - (c) Atomic energy and railway operations
 - (d) Industrial explosives

(ii) _____ is a form of foreign direct investment in which foreign investors subscribe to shares and debentures of companies in the host country but do not retain control over the enterprise.

(a) Foreign collaboration

(b) Portfolio investment

(c) External commercial borrowing

(d) Inter Government loan

(iii) The _____ scheme has been launched by the Government in 2024 to strengthen industrial ecosystem and attract new investment in the North East India.

(a) North East Industrial and Investment Promotion Policy (NEIIP)

(b) North East Industrial Development Scheme (NEIDS)

(c) Prime Minister's Development Initiative for North East Region (PM-DevINE)

(d) Uttar Poorva Transformative Industrialization (UNNATI)

(iv) The Ministry of MSME launched _____ in July, 2020 in an attempt to create a comprehensive and accessible framework for businesses of all sizes to register and leverage government support for growth and formalization.

(a) Udyam Registration

(b) Udyog Aadhaar Memorandum (UAM) registration

(c) Start Up India registration

(d) Single Point Registration scheme

(v) The _____ is a Central Sector Scheme launched in September, 2023 by the Prime Minister to provide end-to-end support to artisans and craftspeople who work with their hands and tools.

(a) Scheme for Promoting Innovation, Rural Industry and Entrepreneurship (ASPIRE)

(b) Special Marketing Assistance Scheme (SMAS)

(c) PM Vishwakarma Scheme

(d) Coir Vikas Yojana (CVI) Scheme

(vi) _____ is a broad cooperative agreement to share resources for a variety of mutual goals, such as market access, technology exchange, or joint marketing without creating a new legal entity.

- (a) Strategic Alliance
- (b) Licensing
- (c) Franchising
- (d) Joint Venture

(vii) The Oil and Natural Gas Corporation Limited falls under the _____ category of India CPSEs.

- (a) Maharatna
- (b) Navratna
- (c) Miniratna
- (d) None of the above

2. Write short notes for the following :
(any five) 5×5=25

- (i) DONER

(ii) Cross border trade

(iii) Regulatory environment in India

(iv) DIPAM

(v) Foreign Trade Development and Regulation Act, 1992

(vi) Act East Policy

(vii) Public Private Partnership model

3. Analyse the Government of India's policy for state intervention in business. 12

OR

Discuss the features of good governance. Is it necessary to limit Government's intervention in the Indian economy considering the changing scenario ? Provide relevant examples. 4+8=12

4. Critically assess the performance of PSUs in India. Explain the measures initiated by the Government for managing industrial sickness. 6+6=12

OR

With relevant examples, discuss the current disinvestment scenario in India. What are the various modes of disinvestments adopted by the Government of India ? 7+5=12

5. Discuss the modifications made in the definition of MSMEs as applicable from April 2025. Elucidate the role of the Government in the growth and development of MSME clusters under SFRUTI. 4+8=12

OR

Write a note on the changing industrial and investment scenario of India considering the implementation as well as abolishment of various economic policies and Acts since Independence. 12

6. Explain the role of MNCs in the context of globalization. Discuss the various market entry strategies adopted by MNCs while entering into the Indian market. Provide relevant examples. 4+8=12

OR

In what ways have the NEDFi contributed towards the growth and development of the NER of India ? Highlight the measures adopted by the Government of Assam in the recent times to attract investments into the State. 8+4=12

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14 (SEM-I) COM 1026

2025

COMMERCE

Paper : COM-1026

(Financial Reporting and Analysis)

Full Marks : 80

Time : Three hours

**The figures in the margin indicate
full marks for the questions.**

A. Answer as directed : $1 \times 10 = 10$

1. Valuation of assets as per Ind AS, biological assets are measured at historical cost only. (True/False)

2. Property, plant and equipment can be measured using the _____ model or the _____ model under Ind AS.

(a) Cost model or Revaluation model

(b) Fair value model or Historical cost model

(c) Realizable value model or Replacement cost model

(d) Cash flow model or Value-in-use model

(Select the correct option)

3. Depreciation method, inventory valuation method and revenue recognition method are examples of _____ adopted by a company.

- (a) Accounting estimates
- (b) Accounting standards
- (c) Accounting policies
- (d) Accounting assumptions

(Select the correct option)

4. Contingent liabilities, commitments and related party transactions are examples of information given in _____.

- (a) Balance Sheet
- (b) Notes to Accounts
- (c) Cash Flow Statement
- (d) Statement of Profit and Loss

(Select the correct option)

5. Give *two* examples of fictitious assets.

6. Ratios can only be used to analyze past financial performance and have no predictive use. *(True/False)*

7. Goodwill arising on acquisition is not amortised but tested for _____ annually as per Ind AS 36.

- (a) Depreciation
- (b) Impairment
- (c) Valuation
- (d) Revaluation

(Select the correct option)

8. IFRIC interpretations are mandatory and form part of IFRS. *(True/False)*

9. Accounting policies are optional and a company can choose not to disclose them in the financial statements. *(True/False)*

10. Audited financial statements can be a part of a published statement. *(True/False)*

B. Very short answer-type questions :

2×5=10

1. Write *two* features of each Asset and Liability.

2. What is meant by 'Intrinsic value' and 'Yield value' of a share ?

3. State the concept of Capital maintenance.
4. What is Marshalling of assets and liabilities ?
5. Distinguish between the accounting concept and the economic concept of profit.

C. Short answer-type questions : **(any four)**
5×4=20

1. Explain the procedure of valuation of shares under the Intrinsic Value Method.
2. Differentiate between the Reportable segment and the Geographical segment.
3. Briefly state the procedure adopted for the preparation of IFRS.
4. Briefly state the contents of the Director's report.
5. Discuss the qualitative characteristics of accounting information as laid down by ICAI.

6. The following table shows Tata Consultancy Services (TCS) liquidity and leverage ratios for the financial year 2015 to 2024:

Year	Current Ratio	Quick Ratio	Debt Ratio	Debt-Equity Ratio
2015	2.50	2.20	0.00	0.00
2016	2.45	2.15	0.00	0.00
2017	2.50	2.25	0.00	0.00
2018	2.46	2.22	0.00	0.00
2019	2.50	2.27	0.00	0.00
2020	2.47	2.24	0.00	0.00
2021	2.50	2.28	0.00	0.00
2022	2.47	2.25	0.00	0.00
2023	2.50	2.30	0.00	0.00
2024	2.53	2.33	0.00	0.00

Comment on the financial stability of the Company based on the trends observed over 10 years.

D. Answer the following : **(any four)**
10×4=40

1. Define working capital highlighting its various concepts. Is there any concept of 'Optimum Working Capital' ?

2. Describe the various provisions of the Companies Act regarding the maintenance, preparation and presentation of financial statements.
3. What do you mean by the conceptual framework of financial reporting practices ? State the scope and purposes of the conceptual framework in financial reporting practices.
4. The following is the extract from the Balance Sheet of Sonu Ltd. and Monu Ltd. as on 31st March, 2025 (Rs. in Lakhs) :

Particulars	Sonu Ltd.	Monu Ltd.
Cash and Cash Equivalents	500	400
Accounts receivable	1200	1000
Inventory	800	1200
Fixed Assets	2500	3000
Shareholders' equity	3300	2600
Current liabilities	1500	1800
Long-term debt	1200	1500

Calculate the liquidity and leverage ratios on the basis of the above data and make an interpretation of the results obtained and compare the financial health of the companies.

5. The following financial data (in lakhs) is provided for the year ending 31st March, 2025 :

Particulars	Hemant Ltd. (Rs.)	Arunab Ltd. (Rs.)
Net sales	1200	1500
Cost of goods sold	800	1050
Operating expenses	200	250
Interest expense	50	40
Net profit before tax	150	160
Net profit after tax	120	130
Shareholders' equity	600	700
Total assets	1200	1400

- (i) Calculate the following ratios for both companies:
Gross profit ratio, Operating profit ratio, Net profit ratio, Return on Assets, Return on Equity.

(ii) Comment on the profitability performance of the two companies based on the ratios calculated.

6. Write short notes on : 5+5=10

(i) Inter-firm Comparison

(ii) IASB

1200	1200	Total assets
800	800	Shareholders' equity
1200	1200	Net profit after tax
150	150	Net profit before tax
40	50	Interest expense
250	200	Operating expenses
1050	800	Cost of goods sold

(i) Calculate the following ratios for both companies:
 Gross profit ratio, Operating profit ratio, Net profit ratio, Return on Assets, Return on Equity

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14 (SEM-I) COM 1036

2025

COMMERCE

Paper : COM-1036

(Marketing Policy Analysis)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Choose the correct answer from the following questions : 1×5=5

(i) Developing a value exploration strategy require an understanding of the relationship and interaction among the customise cognitive space, company's competency space and

(a) the value chain space

(b) the value model space

(c) the value creation space

(d) the collaborator's resource space

- (ii) A creativity technique that takes familiar processes and puts them into a new context is referred to as
- (a) forced relationship
 - (b) morphological analysis
 - (c) reverse assumption analysis
 - (d) new contexts
- (iii) Anything linked in memory to the brand is referred to as
- (a) Brand attitude
 - (b) Brand recall
 - (c) Brand association
 - (d) Brand power
- (iv) Katz and Lazarsfeld (1955) referred to individuals who were more predisposed to receiving information and then reprocessing it to influence others as
- (a) Brand ambassador
 - (b) Opinion leaders
 - (c) High fliers
 - (d) Brand endorsers

- (v) Which of the following is not a product quality dimension?
- (a) Performance
 - (b) Empathy
 - (c) Conformance
 - (d) Durability

2. Write short notes on the following : **(any five)**
5×5=25

- (i) Performance marketing
- (ii) Source of product idea generation
- (iii) Trends in demographic and economic environment in India
- (iv) Determination of integrated marketing communication objective
- (v) Strategies for management of channel conflict
- (vi) Brand association and creation of value
- (vii) Promotional pricing methods
- (viii) Corporate retailing and franchising

3. Answer the following questions : **(any five)**

- (i) How does holistic marketing orientation enable marketers to capture value?

10

- (ii) Describe how new product ideas are screened and product concepts are developed and tested. Also explain how consumer goods are market tested and commercialised. $4+6=10$
- (iii) Explain the concept of brand equity. Describe the various components put forward by David Aaker which influence the brand equity of a product. $2+8=10$
- (iv) How is an Integrated Marketing Communication message strategy designed ? Explain the factors which impact the setting of a Marketing Communication Mix. $6+4=10$
- (v) What are pricing cues ? Explain the external influences on customer price perceptions. $2+8=10$
- (vi) What is meant by logistics management ? Describe direct, indirect and hybrid channel structures for consumer goods. $2+8=10$
- (vii) Explain how establishing marketing networks can lead to success in marketing ventures. "Marketing needs to be understood as a philosophy and all departments need to have a marketing orientation." Explain the above statement. $5+5=10$
-

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14 (SEM-I) COM 1046

2025

COMMERCE

Paper : COM-1046

(Business Statistics)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

- I. Answer the following questions as directed :
- (a) Type I error occurs when : 1
- (i) A false null hypothesis is rejected
- (ii) A true null hypothesis is rejected
- (iii) A false null hypothesis is accepted
- (iv) None of the above
- (b) Define level of significance. 2
- (c) What is the degree of freedom of an $r \times c$ contingency table ? 1

(d) Explain the terms : states of nature and payoff table. 2

(e) The standard deviation of the sampling distribution of a statistic is referred to as : 1

(i) Sampling error

(ii) Standard error

(iii) Mean error

(iv) None of the above

(Choose the correct option)

(f) What is an attribute ? If there are two attributes A and B , write down all the possible classes of 'first' order. 2

(g) If the Lorenz curve coincides with the line of equality, what does it imply ? 1

II. Answer the following questions : (any eight)
5×8=40

(a) Distinguish between point estimation and interval estimation. Explain how an interval estimate is better than a point estimate. 3+2=5

(b) The mean life time of a sample of 400 fancy light bulbs produced by a company is found to be 1600 hours with a standard deviation of 150 hours. Test the hypothesis that the mean lifetime of the bulbs produced in general is higher than the mean life of 1570 hours at $\alpha = 0.05$ level of significance.

(c) When is a given set of data said to be consistent ?

From the following data find out whether the data are consistent or not :

(A) = 100, (B) = 150, (AB) = 140, N = 500
1+4=5

(d) In a large consignment of mangoes a random sample of 500 mangoes revealed that 65 mangoes were bad. Find

(i) 95% and

(ii) 99% confidence interval for population proportion of bad mangoes.

(e) Write the advantages and limitations of non-parametric methods.

- (f) In a three-variate multiple correlation analysis the following results were obtained :

$$r_{12} = 0.7 \quad r_{13} = 0.6 \quad r_{23} = 0.4$$

Find the multiple correlation coefficients $R_{1.23}$.

- (g) The median age of tourists who have come to India is claimed to be 40 years. A random sample of 18 tourists gives the following age :

24, 18, 37, 51, 56, 38, 45, 45, 29, 48, 39, 26, 38, 43, 62, 30, 66, 41

Test the claim using $\alpha = 0.05$ level of significance.

- (h) Why is hypothesis testing so important? Write a note on Z test.
2+3=5

- (i) Ten oil tins are taken at random from an automatic filling machine. The mean weight of the tins is 15.8 kg. and the standard deviation is 0.50 kg. Does the sample mean differ significantly from the intended weight of 16 kg ?

$$\left[t_{\alpha/2} = 2.262 \text{ at } df = 9 \text{ and } \alpha/2 = 0.025 \right]$$

- (j) Write a note on Runs Test for Randomness.

III. (a) Write short notes on : **(any two)**
4×2=8

- (i) Uses and Limitations of Partial Correlation
(ii) Type I and Type II Error
(iii) Gini Coefficient

- (b) Define Chi-square Distribution. Discuss the important properties of this distribution.

In an experiment on immunization of cattle from tuberculosis, the following results were obtained :

	Affected	Not Affected
Inoculated	12	26
Not inoculated	16	6

Calculate the Chi-square statistic and discuss the effect of vaccine in controlling susceptibility to tuberculosis.

$$\left[\chi^2_{\text{critical}} = 3.84 \text{ at } \alpha = 0.05 \text{ and } df = 1 \right]$$

$$3+4=7$$

IV. (a) What is a Decision Tree ? What are the advantages of a decision tree approach ?

4

(b) A businessman has two independent investments *A* and *B* available to him but he lacks the capital to undertake both of them simultaneously. Investment *A* requires capital of Rs. 30,000 and investment *B* requires capital of Rs. 50,000. Market survey shows : high, medium and low demands with corresponding probabilities of 0.4, 0.4 and 0.2 respectively in case of investment *A* and 0.3, 0.4 and 0.3 for investment *B*. Returns (net profits) from investment *A* are Rs. 75,000, Rs 55,000 and Rs. 35,000 and corresponding figures for investment *B* are likely to be Rs.1,00,000, Rs. 80,000 and Rs. 70,000 for high, medium and low demands respectively. What decision should the company take ? Decide by constructing an appropriate decision-tree.

4

OR

Discuss Pareto's Law of Income distribution and state its limitations.

4

V. (a) When should you use the t-distribution ? Mention few uses of t-distribution.

3

(b) The IQs (intelligence quotients) of 16 students from one area of a city showed a mean of 107 with a standard deviation of 10, while the IQs of 14 students from another area of the city showed a mean of 112 with a standard deviation of 8. Is there a significant difference between the IQs of the two groups at (i) 0.05 level of significance ? [The critical value of $|t|$ for two-tailed test at 0.05 level of significance for 28 $df = 2.02$]

4

OR

Describe *any two* methods which are useful in decision-making under conditions of uncertainty.

4

Total number of printed pages-4

14 (SEM-I) COM 1056

2025

COMMERCE

Paper : COM-1056

(Financial Markets and Institutions)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Select the most appropriate answer from the choices given against each : $1 \times 5 = 5$
 - (a) NBFCs' cannot
 - (i) Accept deposit from public
 - (ii) Provide loans and advances
 - (iii) Invest in securities
 - (iv) Offer leasing and hire-purchase services
 - (b) Which of the following is a debt instrument traded in capital markets ?
 - (i) Commercial Paper
 - (ii) Equity shares
 - (iii) Government Bonds
 - (iv) Call Money

- (c) Credit risk in banking refers to
- (i) Risk due to changes in interest rates
 - (ii) Risk of borrowers defaulting on repayment
 - (iii) Risk due to operational inefficiency
 - (iv) Risk of Foreign exchange fluctuations

- (d) The Unified Payment Interface (UPI) in India is regulated by
- (i) SEBI
 - (ii) RBI only
 - (iii) Both NPCI and RBI
 - (iv) NPCI only

- (e) The _____ is the market value of the securities that mutual funds have purchased minus any liabilities per unit.
- (i) Net asset value
 - (ii) Book value
 - (iii) Gross asset value
 - (iv) Net worth value

2. Answer the following questions in about **50** words each : $2 \times 5 = 10$

- (a) What are the main components of the Indian Financial System ?
- (b) What is meant by off-shore banking ?

- (c) Mention *two* examples of Non-Banking Financial Institutions.

- (d) Distinguish between commercial paper and certificate of deposits.

- (e) What is a stock market index ?

3. Answer **any five** questions in **150–200** words each : $5 \times 5 = 25$

- (a) Discuss how Non-Banking Financial Companies differ from commercial banks.

- (b) Explain the impact of repo rate change on the liquidity in the economy.

- (c) Explain the role of credit rating agencies in the Indian capital market.

- (d) What is book building of shares ? How is it beneficial to the issuing companies ?

- (e) What is meant by micro-insurance ? What are its distinctive features ?

- (f) Mention the different types of mutual funds classified on the pattern of investment.

- (g) What is demutualization and corporatization of stock exchange ?

- (h) What is the significance of payment banks in the Indian financial system also mention *two* payment banks operating in India ?

4. Critically explain the multidimensional function of a financial system in promoting stability and efficiency in an economy.

10

Or

Discuss the significance of savings and investment in the economic development of a nation.

5. Discuss the main constituents of the Indian Money Market. Also outline the characteristics of a developed money market.

5+5=10

Or

Elaborate the Initial Public Offering process in India and outline each stage with the help of a flow chart.

10

6. "Technology has changed the face of banking services in India." Critically examine this statement.

10

Or

Discuss the RBI's role in preventing financial crises and maintaining stability in the Indian banking system.

7. Discuss the importance of venture capital and explain how it mobilizes savings and promote investment.

10

Or

Critically evaluate the limitations of credit rating with examples from India.